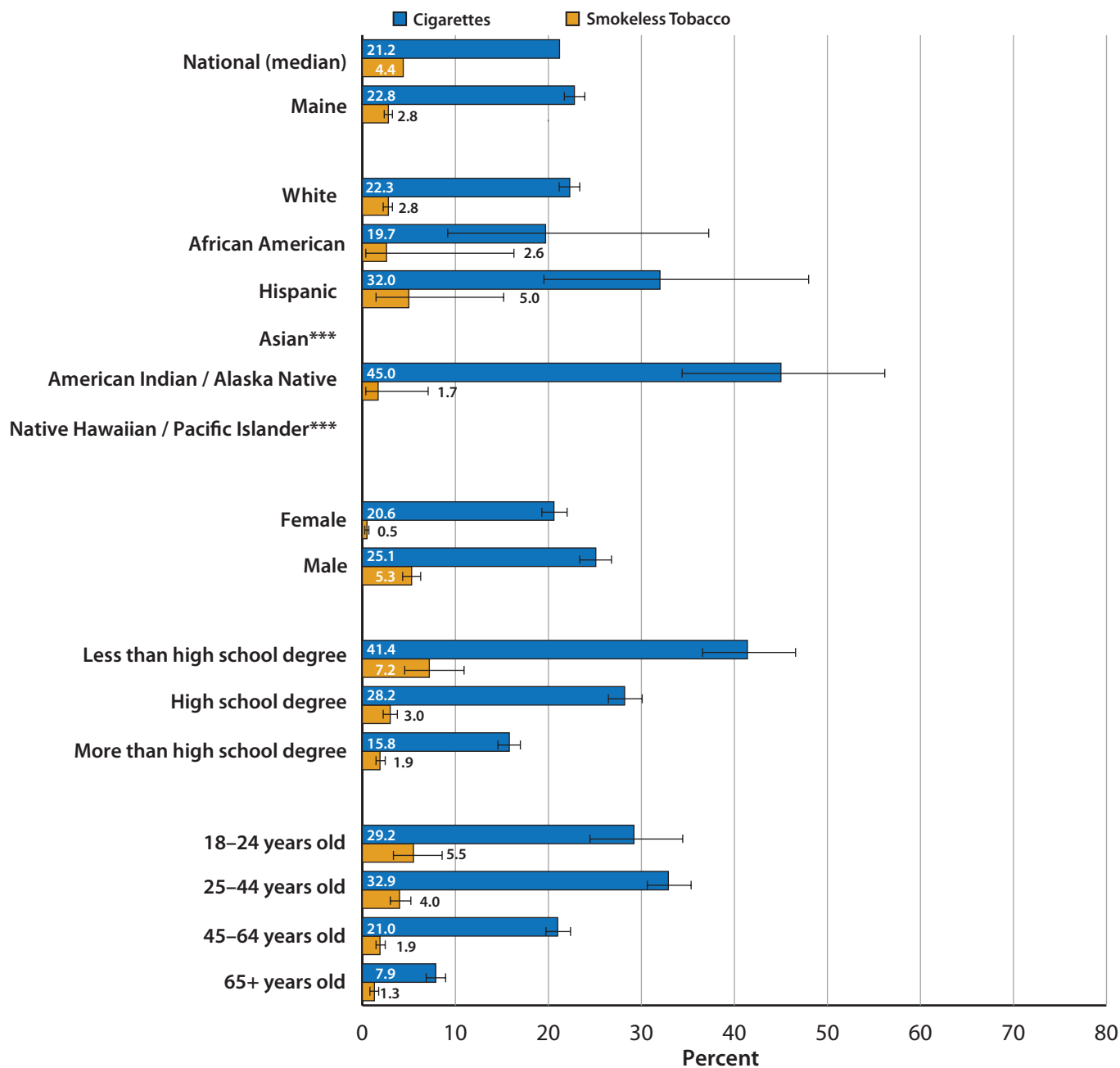


Adult Current Cigarette/Smokeless Tobacco Use

In Maine, the percentage of adults (ages 18+) who currently smoke cigarettes was 22.8% in 2011. Across all states and D.C., the prevalence of cigarette smoking among adults ranged from 11.8% to 29.0%. Maine ranked 34th among the states.

The percentage of adults who currently use smokeless tobacco was 2.8% in 2011. Across all states and D.C., the prevalence ranged from 1.4% to 9.8%. Maine ranked 13th among the states.

Current Cigarette and Smokeless Tobacco Use among Adults by Demographic Characteristics



Source: Behavioral Risk Factor Surveillance System, 2011

MAINE

Youth Current Cigarette/Smokeless Tobacco/Cigar Use

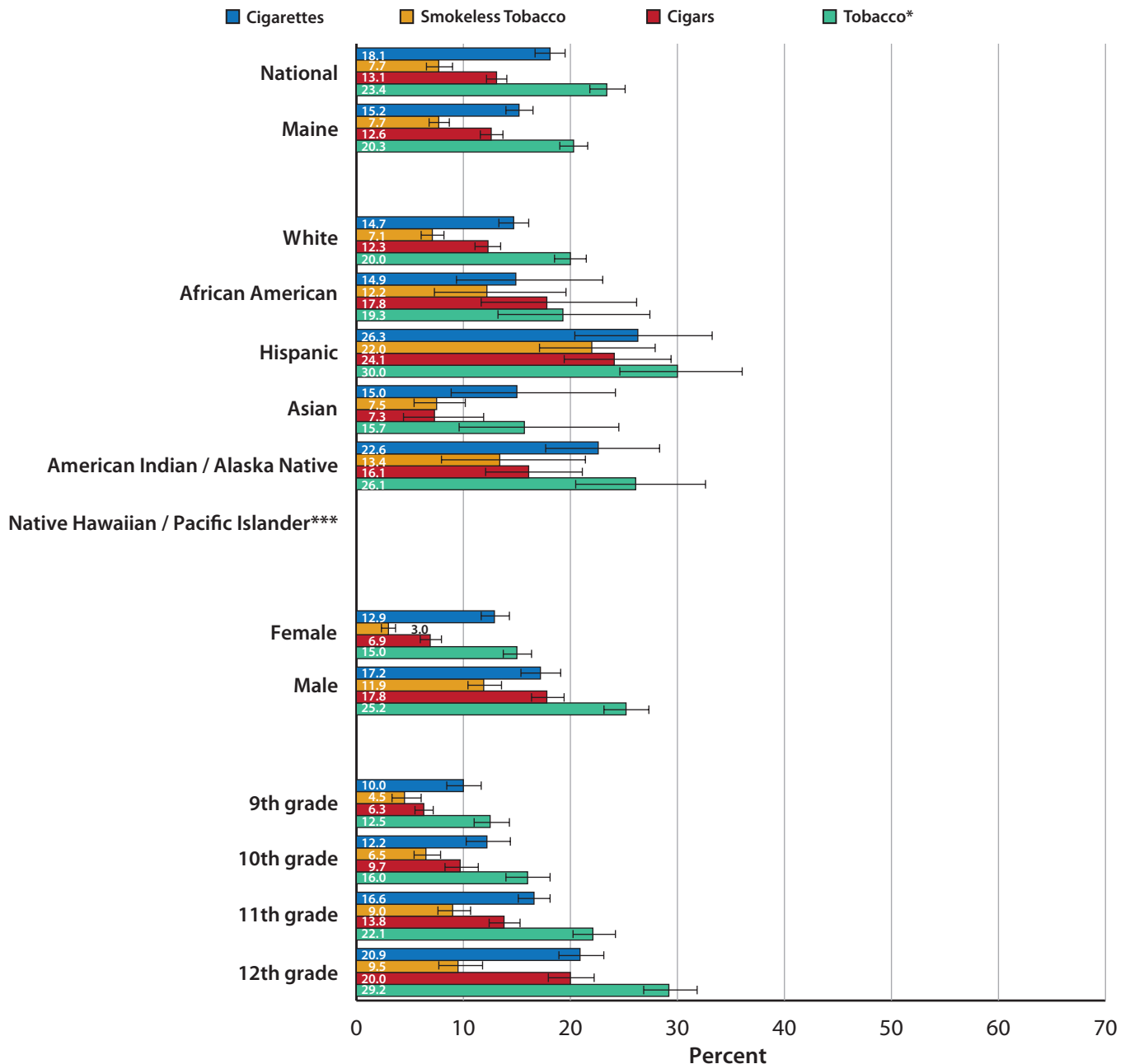
In Maine, the percentage of youth in grades 9-12 who currently smoke cigarettes was 15.2% in 2011. The range across 44 states was 5.9% to 24.1%. Maine ranked 17th among 44 states.

The percentage of youth who currently use smokeless tobacco was 7.7% in 2011. The range across 40 states was 3.5% to 16.9%. Maine ranked 15th among 40 states.

The percentage of youth who currently smoke cigars was 12.6% in 2011. The range across 37 states was 5.0% to 18.3%. Maine ranked 10th among 37 states.

The percentage of youth who currently use tobacco (i.e., cigarettes, smokeless tobacco, and/or cigars) was 20.3% in 2011. The range across 36 states was 7.8% to 31.9%. Maine ranked 10th among 36 states.

Tobacco Use among High School Students by Demographic Characteristics



* Cigarettes, smokeless tobacco, and/or cigars

*** Sample size <100

Source: Youth Risk Behavior Survey, 2011

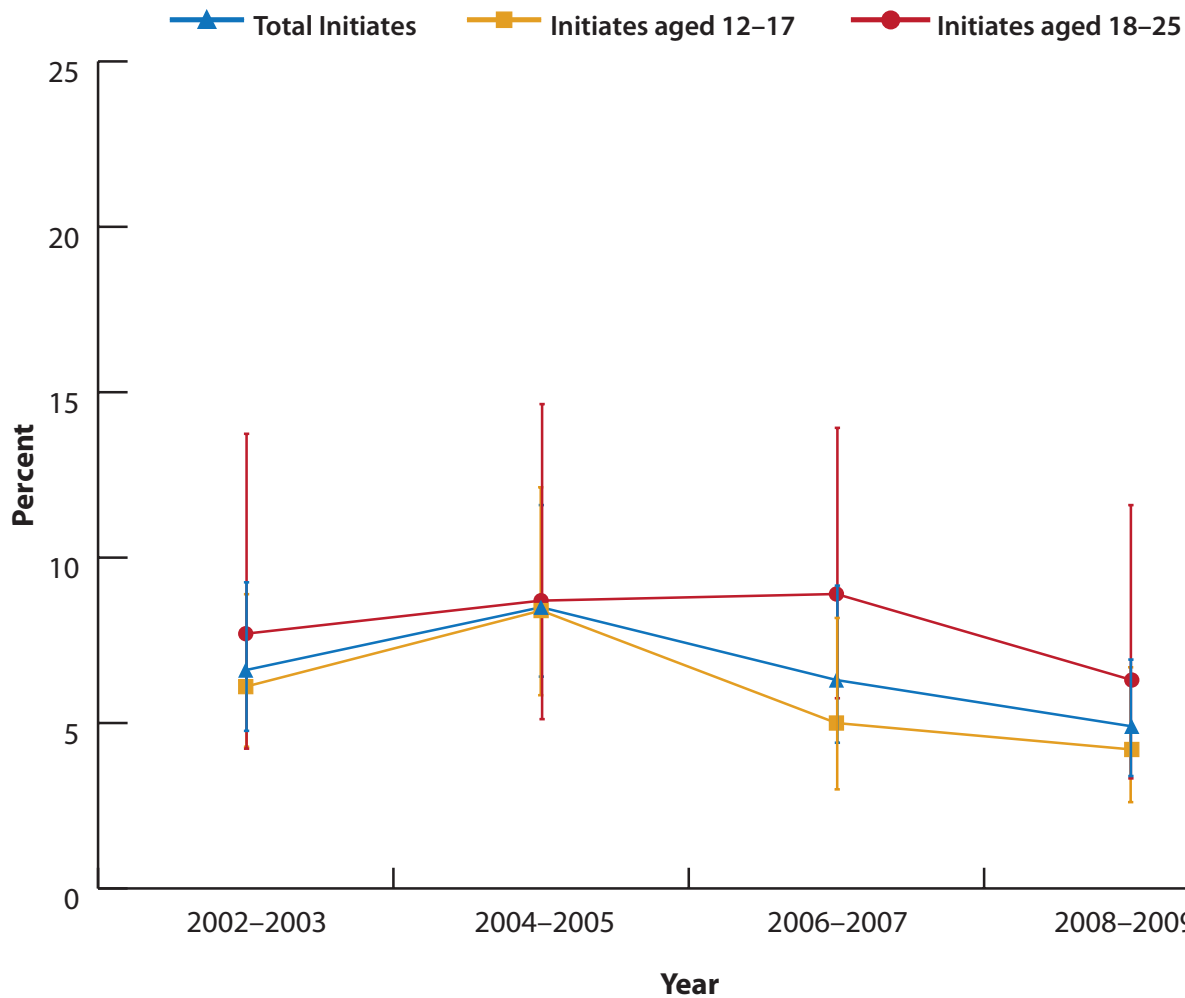
MAINE

Past-Year Cigarette Initiation

In 2008-2009, of all Maine youth ages 12-17 who had never smoked, 4.2% smoked a cigarette for the first time in the past year. This ranked 3rd in the nation, with a range of 3.3%–9.2% among the states.

Of all young adults ages 18-25 who had never smoked, 6.3% smoked a cigarette for the first time in 2008-2009. This ranked 9th in the nation, with a range of 4.2%–14.7% among the states.

**Past-Year Cigarette Initiates among Persons Aged 12–25,
by Age of First Use: 2002–2009**



Protect

Adult Exposure to Secondhand Smoke

Among all adults, the percentage who reported being exposed to secondhand smoke within the past 7 days was lower in Maine than in the nation overall. In 2009-2010, overall exposure to secondhand smoke in Maine was 39.1%, ranking 2nd among the states.

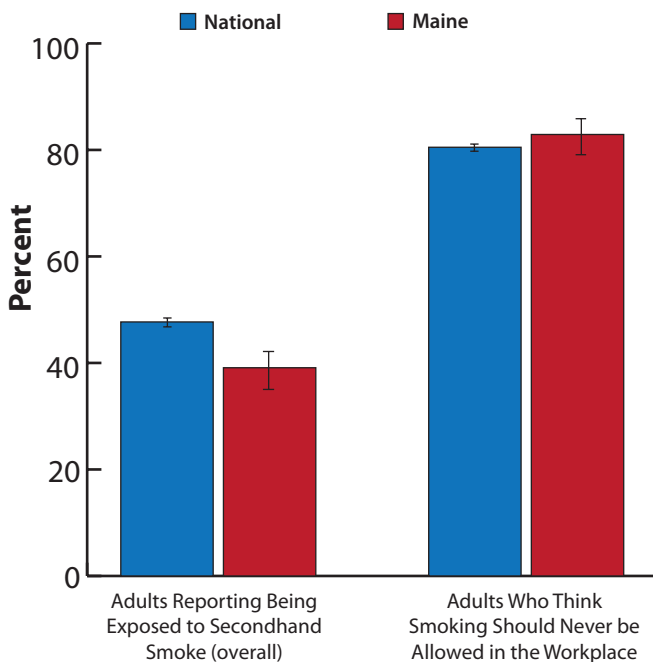
Adults were exposed to secondhand smoke in various locations. The table shows the percentage of Maine adults who reported any exposure, as well as exposure in their home, in a vehicle, or in indoor or outdoor areas at work or public places in the past 7 days.

Exposure to Secondhand Smoke

Overall	Workplaces	Homes	Vehicles	Public Places
39.1%	15.5%	8.7%	17.0%	23.0%

Source: National Adult Tobacco Survey, 2009–2010

Secondhand Smoke Exposure and Opinions about Smoking in the Workplace



Source: National Adult Tobacco Survey, 2009–2010

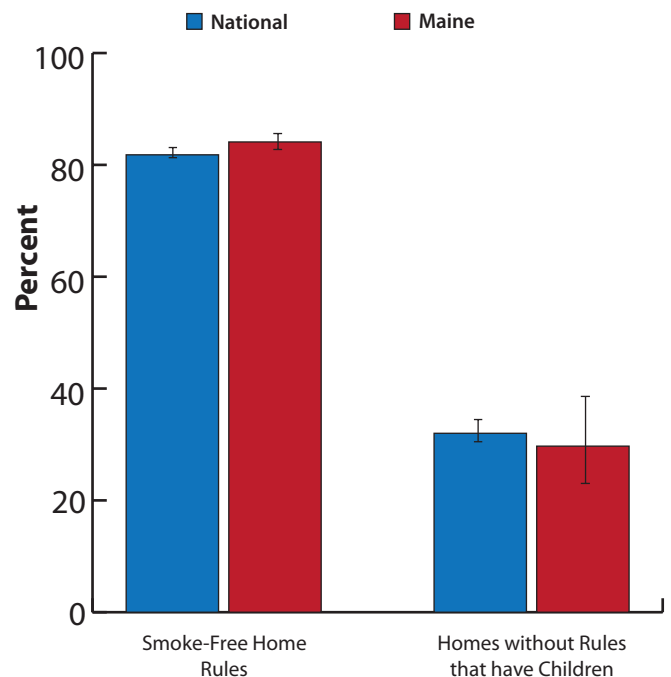
Opinions about Smoking in the Workplace

In 2009-2010, 82.9% of adults in Maine thought that smoking should never be allowed in indoor workplaces, ranking 16th among the states.

Smoke-Free Home Rules

In 2009-2010, 84.1% of adults in Maine reported that their homes had smoke-free home rules, ranking 15th among the states. The percentage of homes without smoke-free home rules with children living in them was 29.7%, ranking 15th among the states.

Smoke-Free Home Rules and Homes without Rules that have Children







Source: National Adult Tobacco Survey, 2009–2010

MAINE

State Smoke-Free Policy

As of June 30, 2012, Maine had a smoke-free law that prohibits smoking in indoor areas of workplaces, restaurants, and bars. The state allowed communities to enact local smoke-free laws.

Smoke-Free Legislation

Workplaces	Restaurants	Bars	Local Laws Permitted
 Yes	 Yes	 Yes	 Yes

* Designated Smoking Areas

† Ventilated Smoking Areas

‡ No Restrictions

¶ Allowed smoking in venues that prohibit minors

^a Allowed for non-hospitality workplaces.

^b Prohibited for non-hospitality workplaces.

Note: Not all footnotes may be used.

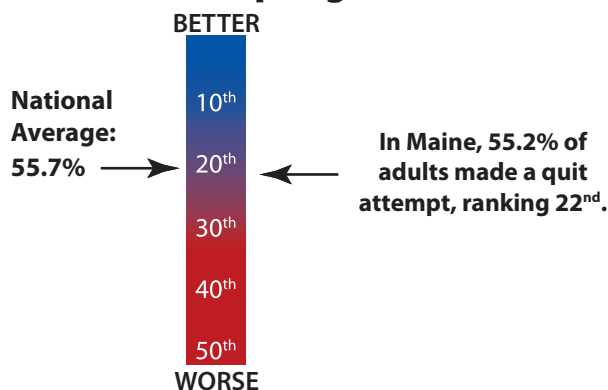
Source: STATE System, June 2012

Offer

Adults Who Made a Quit Attempt in the Last Year

During 2009-2010, 55.2% of Maine adult smokers made a quit attempt in the past year, ranking 22nd among the states.

Percentage of Smokers Attempting to Quit



Source: National Adult Tobacco Survey, 2009-2010

Quitline Utilization

In 2010, the Maine quitline received 15,357 calls, and 4,457 tobacco users (an estimated 2.2% of all tobacco users in the state) received telephone counseling, cessation medications, or both from the state quitline.

Medicaid Coverage for Counseling and Medications





In 2010, Maine's Medicaid program provided incomplete coverage through Medicaid for tobacco-dependence treatment. Maine provided full coverage for all nicotine replacement therapies, full coverage for varenicline, full coverage for bupropion, and full coverage for individual counseling (i.e., no group coverage).

Medicaid Coverage for Counseling and Medications

Comprehensive Coverage



No

NRTs (One or More)	Varenicline	Bupropion	Counseling (Individual and/or Group)
 Yes	 Yes	 Yes	 Yes

^a Pregnant women only

^b Fee-for-service only

^c Available only via the quitline

Note: Not all footnotes may be used.

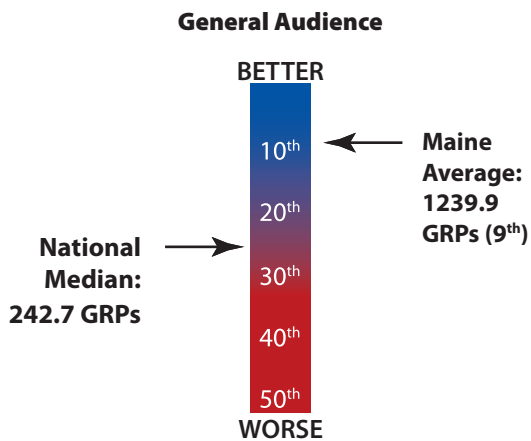
Source: Halpin, et al, 2011

Warn

Tobacco Counter-Marketing Media Intensity

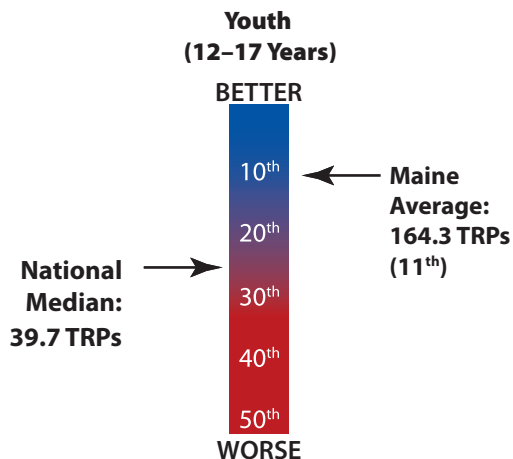
CDC *Best Practices* recommendations translate into an average quarterly exposure of 1,200 general audience gross rating points (GRPs) and 800 youth target rating points (TRPs) in effective anti-tobacco media campaigns. Maine had an average of 1239.9 general audience GRPs and 164.3 youth TRPs per quarter in television advertising supporting tobacco control messages in 2010.

Anti-Tobacco Media Campaign Intensity, GRPs Per Quarter



Source: CDC/OSH

Anti-Tobacco Media Campaign Intensity, TRPs Per Quarter

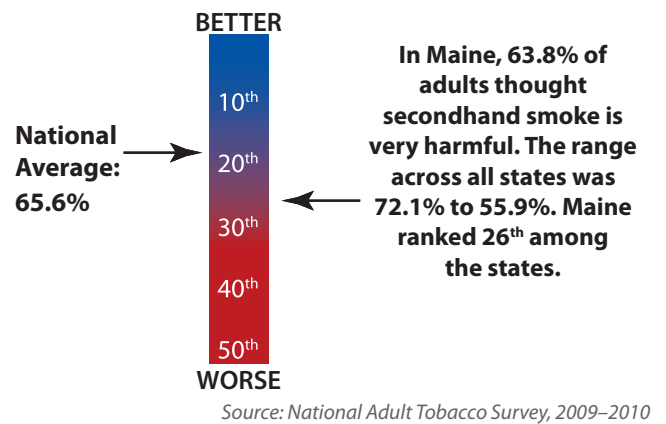


Source: CDC/OSH

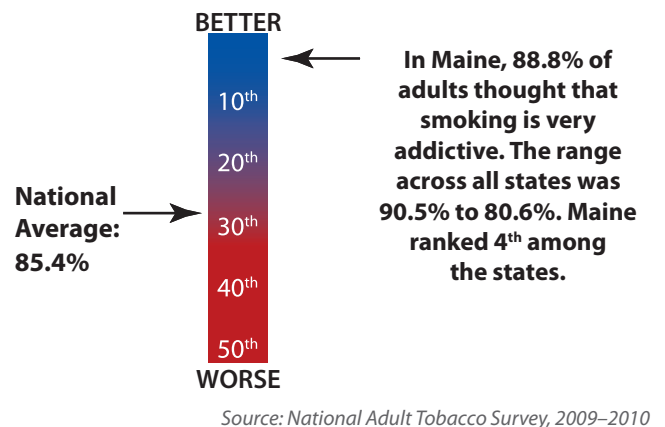
Knowledge of the Dangers of Tobacco

In Maine, 63.8% of adults thought that breathing smoke from other people's cigarettes or other tobacco products is very harmful to one's health in 2009–2010. Additionally, 88.8% thought that cigarette smoking is very addictive.

Secondhand Smoke



Addictiveness of Smoking





Enforce

State Allows Local Advertising and Promotion Laws

As of June 30, 2012, Maine allowed local regulation of tobacco industry promotions, tobacco product sampling, and display of tobacco products in commercial establishments.

State Allows Local Laws





Promotion	Sampling	Display
 Yes	 Yes	 Yes

Source: STATE System, June 2012

Over-the-Counter Retail Licensure

As of June 30, 2012, Maine required all establishments selling cigarettes and smokeless tobacco products over-the-counter to be licensed. Nationally, 37 states required over-the-counter licensure for cigarettes, 29 of which also have a requirement for smokeless tobacco, with various renewal frequencies, fees and penalties for violations.

Over-the-Counter Licensure and Penalties

Over-the-Counter License Required	Minimum License Fee	Renewal Required (& Frequency)	Penalty to Business	Licensure Includes Smokeless Tobacco
 Yes	\$50.00	 Yes ^a	 Yes ^b	 Yes

^a Annually

^b Class E crime: Fine, Imprisonment

Note: Not all footnotes may be used.

Source: STATE System, June 2012

Raise

Amount of Tobacco Product Excise Tax

As of June 30, 2012, the excise tax on cigarettes in Maine was \$2.00 per pack, ranking 11th among the states. The tax on cigars was 20% of the wholesale sales price per cigar, and for little cigars the tax was 20% of the wholesale sales price per pack of 20. The tax on smokeless tobacco was \$2.02 per ounce for both chewing tobacco and snuff.

Price Paid for Last Cigarettes Purchased

In Maine, 85.8% of adult smokers bought their last cigarettes by the pack, and 14.2% bought them by the carton in 2009-2010. The average price that Maine smokers reported paying for their last pack of cigarettes was \$6.09 in 2009-2010; the range among states was \$7.98 to \$4.04. Maine did not have any reportable data on the average price paid for the last carton of cigarettes bought by smokers in 2009-2010; the range among 45 states with valid data was \$64.45 to \$30.46.

